

## **FIELD OF THE INVENTION**

The present invention relates to a jewelry box, and more particularly to a jewelry box that may be used as a display and storage case by a retailer, and then converted into a picture frame which holds photographs or pictures by a customer.

## **BACKGROUND OF THE INVENTION**

In today's society, there is a countless amount of jewelry out in the market and ownership of jewelry has become a part of nearly every person's dream. Jewelry plays a large role in customs and images such that, in traditional weddings, the rings play an important role in the ceremony.

Jewelry shops sell and display numerous types of jewelry made by different jewelry makers. Most of the time, jewelry is sold and displayed in a jewelry box. Rings, for example, are common types of jewelry sold today that are displayed and/or packaged in typical jewelry boxes.

The common jewelry box is made up of a base having a jewelry holding pad and a top lid hingedly connected to the base. A single ring or a set of earrings is held in position on the holding pad inside the base for storage or display purposes. The top lid can be oriented into an open position for display purposes. However, once the ring is removed from the box, the box is either discarded or placed in a bureau or display drawer to collect dust.

Accordingly, there is a need for an adaptive jewelry box that may be converted into a picture box or picture frame when its original use for the storage and retail display of a jewelry item has been fulfilled.

## SUMMARY OF THE INVENTION

The present invention relates to a displayable jewelry box that, after the jewelry item is removed, may be used as a picture frame.

The box is designed to compliment the needs of the modern day retailer. It reduces the amount of inventory space significantly with its universal size and interchangeable pads. The box holds single/double rings, earrings, pendants, earring and pendant combo, bracelets, watches, bangles: basically any and all types of jewelry sold at retail. Converting it for use with a particular type of jewelry only requires that the user insert the specific pad that is designed to retain the particular jewelry intended for display.

A storage box is provided having first and second lid sections. Together the lid sections define a case body. The case body has an interior cavity which receives an item of jewelry. The first and second lid sections have peripheral edges so that when the case body is in a closed position the peripheral edges are juxtaposed to one another. A hinge means is oriented along an horizontal axis for pivotably connecting the first and second lid sections for opening and closing the case body. An interior frame border is insertable within the interior cavity of the first lid section so that when the hinge means is oriented along a vertical axis, the interior frame border secures a picture within the first lid section.

The storage box can hold two wallet size photos: one inside each of the two lids. The user simply positions the box in its vertical, and open-most, configuration for optimal viewing of the photographs.

It is, therefore, an object of the present invention to have a jewelry box that can be converted for use as a picture frame.

It is another object of the present invention to provide a jewelry box that is suitable for both

## DETAILED DESCRIPTION OF THE INVENTION

The figures disclose illustrative embodiments of the present invention which serve to exemplify the object.

Fig. 1 demonstrates an embodiment of the present invention configured to hold rings. The storage box 1 has a top lid 2 and a bottom lid 5 that are tray shaped and which are pivotably joined by a hinge 10 that is oriented along a horizontal axis when adapted for this retail use. Peripheral edges 3, 4 define an interior cavity 8 and are juxtaposed when the storage box 1 is in the closed position.

Ring insert element 20 is inserted in the interior cavity 8 of the storage box 1, when it is to be used as a display means for retail purposes. The user merely slides the ring insert element 20 at an angle into the interior cavity 8 and then aligns the ring insert element 20 so as to lay it parallel to the plane of the lid 2, 5. When in place, the ring insert element 20 fully occupies the interior cavity 8 and is frictionally secured by the peripheral edges 3, 4. Ring recess 23 is defined within ring insert element 20 in approximately a central fashion. The ring intended to be displayed by the retailer is held in place by the ring recess 23. Furthermore, the ring recess serves to securely hold the ring in place during transportation and storage.

Fig. 2 demonstrates an embodiment of the present invention configured to hold a pedant or such type of jewelry. The exploded view demonstrates the pendant insert element 21 as it appears when removed from the storage box 1. A user of the storage box 1 for display purposes would insert the pendant insert element 21 in the interior cavity 8 of the storage box 1 --as described above for the ring insert element 20-- then place the jewelry in the slots 22 designed for that use. Although ring insert element 20 and pendant insert element 21 are shown in Figs. 1 and 2, any insert element that may accommodate bracelets, earrings, bangles, lockets, chains, watches or any other jewelry may be used. The invention not being limited in this respect.

As illustrated in Fig. 3, the storage box 1 is adaptable for use as a picture frame. In this

transformed state, the storage box 1 has the insert element removed from the interior cavity 8, and therein is sequentially placed a riser 31, a picture or photo 33, a lens 32, and a frame border 30.

This may be completed for both top lid 2 and bottom lid 5. As illustrated in Figure 4, the riser 31, in one embodiment, is composed of a plastic material with a planar surface 51, corresponding in size to the length and width of the interior cavity 8 of the storage box 1, and a flange 52 whose height nearly corresponds to the depth of the interior cavity 8. Centrally in the planar surface 51 is described a hole 53, of sufficient diameter so as to allow for a single finger to be able to grab the riser 31 for manipulation.

After placement of the riser 31 in the interior cavity 8 of the storage box 1, the user lays a wallet sized photo or picture 33 upon the planar surface 51. The planar surface 51 defines the maximum size of the picture or photo 33 for display purposes, and therefore the riser 31 may be used to aid in cropping non-wallet size photos or pictures 33 to the appropriate size.

As shown in Figure 7, the user may then place a lens 32 which, in various embodiments of the present invention, may be made of glass or plastic, or other suitably transparent and workable materials, on top of the photo or picture 33. The lens 32 shares the same two dimensional characteristics as the planar surface 51 of the riser 31, in that the length and width are coequal to the corresponding dimensions of the interior cavity 8 of the storage box 1. The lens 32 serves as a protective surface to prevent damage to the photo or picture 33 from various elements such as dust, dirt, liquid spills, as well as, normal wear and tear that would otherwise more quickly degrade or destroy the photo or picture 33.

Upon the lens 32 is rested the frame border 30. The frame border 30, which is illustrated in Fig. 5, serves as a decorative touch for completing the transformation of the storage box 1 from a jewelry display and storage device to an attractive picture frame. It further serves as the securing piece for the unit by holding the riser 31, the photo or picture 33, and the lens 32 securely in place by means of its engagement with the peripheral edges 3, 4 of the storage box 1. In one

embodiment, this engagement is effected by slipping the edges of the frame border 30 underneath the lips 3a, 4a of the peripheral edges 3, 4. The frame border 30 may be made out of any suitable material, but preferably of a material that is amenable to metallic plating, so as to, for example, create the effect of a gold finish. Additionally, the material should be also amenable to hot stamping so that a user on the retail end may have the company logo or trademark stamped upon the frame border 30.

When the user has performed the above tasks for converting the storage box 1 into a picture frame, either on a single lid section 2, 5, or as in the preferred embodiment, on both lid sections 2, 5, the storage box 1 is then oriented by the user so that the axis defined by the hinge 10, is in a vertical position, as shown in Figure 6. This involves simply grasping the storage box 1 when it is in its normal jewelry display position, and rotating the storage box 1 ninety degrees on the axis which is perpendicular to the axis defined by the hinge 10, and coaxial with the axis defined by the user's arm when effecting this motion. The end result of this ninety degree rotation is the hinge 10 being in an upright, vertical position.

The completed picture frame and all of its elements are illustrated in Fig. 7 from a top cutaway view, the riser 31, the lens 32, the photo or picture 33, the frame border 30, and their positioning within the interior cavity 8, as is consistent with use of the storage box 1 as a picture frame.

As further illustrated in Figure 6, the storage box 1 is placed in the upright, or vertical, position when used as a picture frame. The two lids 2, 5 of the box which are hingedly attached, are at approximately, in one embodiment of the present invention, a ninety degree angle with respect to each other. According to one embodiment of the present invention, the two edges 70, 71 of the storage box 1 that are hingedly attached are perpendicular when in the openmost position.